

# Creating, Packaging, and Distributing Audio-Visual Content

## The Apple Lineup

*Four simple interfaces to complex audio-visual-digital technologies.*  
*Page 1 of 2*

### iPod Nano 5th Generation - Introduced September 2009



- The best camera is the one you have with you
- Video camera recording and playback - 8 or 16 hours
- FM radio with live pause and 15 minute rewind
- Voice memo recording and playback
- iTunes Music and Podcasts
- Alarms, Calendar, Contacts, Photos
- Stopwatch and Pedometer
- Weighs less than 2 ounces

#### Data transfer:

- Connect to any computer with iTunes to transfer data.

#### More info:

- <http://www.apple.com/ipodnano/>
- <http://www.nytimes.com/2009/09/10/technology/personaltech/10pogue-email.html>

**"If this isn't the smallest camcorder in the world, I don't know what is." David Pogue, New York Times**

### iPod Touch 3rd Generation - Introduced September 2009

- Pocket sized information and communication
- Audio and video playback
- iTunes Music and Podcasts
- Email and Web Browsing
- Maps that use wifi location for directions and search
- Alarms, Calendar, Contacts
- Keypad, Notes, Calculator, Clock
- Thousands of popular custom apps



#### Data transfer:

- Email and Web via Wifi
- Connect to any computer with iTunes to transfer data
- Wifi file sharing using custom apps

#### More info:

- <http://www.apple.com/ipodtouch/>
- <http://www.pcmag.com/article2/0,2817,2352669,00.asp>

**"the iPod touch has the best user interface and the most extras of any player on the market"**

**Tim Gideon, pcmag.com**

**More at lakedata.net**

# Creating, Packaging, and Distributing Audio-Visual Content

Page 2 of 2

## iPad - Introduced April 2010



- Technology with interfaces familiar to the real world
- The best way to experience the web hands down
- Large multitouch screen, big enough to share the view.
- Read eBooks, have them read to you
- iTunes Music and Podcasts
- Alarms, Calendar, Contacts, Notes
- Practical sized Keyboard
- Microphone and speaker
- Photos and Video playback
- Thousands of popular custom apps including speech to text dictation

### Data transfer:

- Email and Web via wifi or optional 3G cellular
- Connect to any computer with iTunes to transfer data
- Wifi file sharing using custom apps

### More info:

- <http://www.apple.com/ipad/>
- <http://brainstormtech.blogs.fortune.cnn.com/2010/04/03/the-ipads-international-appeal/>

**"In a few years, all the NFL coaches will be carrying iPads." -- Rainer Vermaak, rugby coach, early adopter.**

## Mini Server - Introduced October 2009, updated June 2010

- Server solution for small workgroups, supports all operating systems
- Huge 1 terabyte of storage in a tiny form factor
- Podcast Producer 2 creates and distributes audio and video podcasts
- Quicktime Streaming Server for on demand or real time video streaming
- Group collaboration via shared files, email, intranet, blog, database and wiki
- HDMI-big screen TV output
- The most energy efficient server ever created



### Data transfer:

- Ethernet, Wifi, bluetooth, firewire, usb, SD card slot
- iTunes to transfer data to mobile devices

### More info:

- <http://www.apple.com/server/macosx/whats-new.html>
- [http://www.appleinsider.com/articles/09/10/14/inside\\_mac\\_os\\_x\\_snow\\_leopard\\_server\\_apples\\_server\\_strategy.html](http://www.appleinsider.com/articles/09/10/14/inside_mac_os_x_snow_leopard_server_apples_server_strategy.html)

**"Podcast Producer, allows schools and companies to set up advanced workflows for digitally taping lectures and events and automatically submitting them to a server system that processes the video, adds corporate titling and video effects, and then distributes the finished product as podcasts via iTunes, QuickTime Streaming Server, or a local media library" -- Daniel Eran Dilger, AppleInsider.com** **More at lakedata.net**